

# Introduction to Futures Methods

Vision

Audacious Goals

Trends & Forecasts

Scenario-Based Planning

# Vision Defined

- ✦ Powerful Statements of Meaning
- ✦ Projections of Values Into the Future
- ✦ Creates Identity and Commitment
- ✦ Visions Appeal to the Heart



# Audacious Goals

- ✦ A Powerful Way to Stimulate Progress
- ✦ A Huge, Daunting Challenge

Source: Collins and Porras



# Audacious Goals

- ➔ May Require 10 or More Years to Achieve
- ➔ Requires Extraordinary Efforts and Perhaps a Little Luck
- ➔ 50% to 70% Probability, but a Belief We Can Do It
- ➔ “Gulp Factor”



# Scenario Techniques

- ✦ Develop Forecasts
- ✦ Key Forces & Factors
  - ➡ Quantitative Projections
  - ➡ Qualitative Changes
- ✦ Explore Patterns & Cross Impacts



# Scenario 1 - Hard Times

- ✦ Major problems arise on the road to 2010
  - ➡ Epidemics
  - ➡ Economic failure
  - ➡ Breakdown of economic and health care systems
- ✦ Life expectancy falls
- ✦ Healthy years decreases
- ✦ Disparities increase



## Scenario 2 - New Ways to Contribute

- ✦ Economic change leads to healthy solutions
  - ➡ Strengthened communities
  - ➡ Commitment to health for all
- ✦ Evolution to more caring society
  - ➡ Guaranteed incomes, lifelong learning and knowledge about health outcomes
- ✦ Disparities significantly reduced



# Scenario 3 - Sustaining Society: Creating Learning, Justice and Health

- ✦ A series of “paradigm shifts”
  - ➡ In investment and consumption patterns
  - ➡ In income security
  - ➡ In guaranteed access to health gain generating health care
  - ➡ In effective learning
- ✦ Health disparities eliminated by 2010

